

Effectiveness of the Washington Tobacco Quit Line

Joint Conference on Health
Wenatchee, WA
October 2002

Presentation Objectives

- Describe the services of the Washington State Tobacco Quit Line
- Describe the effectiveness of the Quit Line in reaching populations of tobacco users
- Describe the effectiveness of the Quit Line in helping tobacco users to quit

Statement of the Problem

- About 1 million addicted, adult tobacco users in Washington State (in 2000)
- About 70% of tobacco users say they want to quit
- Low-income people are more likely to smoke, more likely to have barriers to community-based support, and less likely to have access to cessation support through health care systems

Why a Quit Line?

- Phone counseling is as effective as face-to-face individual or group counseling, but more cost-efficient
- Easily accessible throughout the state
- No appointment necessary – convenient to the client
- Confidential
- Can have tailored protocols for special population groups (CATI)

The Washington Tobacco Quit Line

Washington Tobacco Quit Line

Easy Access:

- 1-877-270-STOP
- 1-877-2NO-FUME (Spanish)
- 1-877-777-6534 (Hearing Impaired)
- www.quitline.com
- Launched November 15, 2000
- Provided through a contract with Group Health Cooperative Center for Health Promotion, which also provides several other state Quit Lines

Quit Line Services

- One-on-one counseling from trained specialists
- A quit plan designed especially for each caller
- Information about other resources, such as insurance benefits and additional programs available in local areas
- A tobacco “Quit Kit”
- For motivated quitters who are low-income or uninsured – proactive follow-up calls and nicotine replacement therapy (patches, gum)

Quit Line Counselors

- Have a bachelors degree in health education, counseling, or a related field
- Are non-smokers or ex-smokers with at least 2 years of abstinence
- Have previous experience with phone counseling, behavioral change programs, or addiction work
- Participate in ongoing training

Quit Line Research

- Quit Lines are strongly recommended as “best practice” for population-based tobacco cessation support

Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s).

- Counseling through a Quit Line approximately doubles abstinence rates [11.7% and 5.2% in treatment and control groups at 6 months follow-up]

Zhu, et al. NEJM 2002; 347:1087-93.

Evaluation Questions

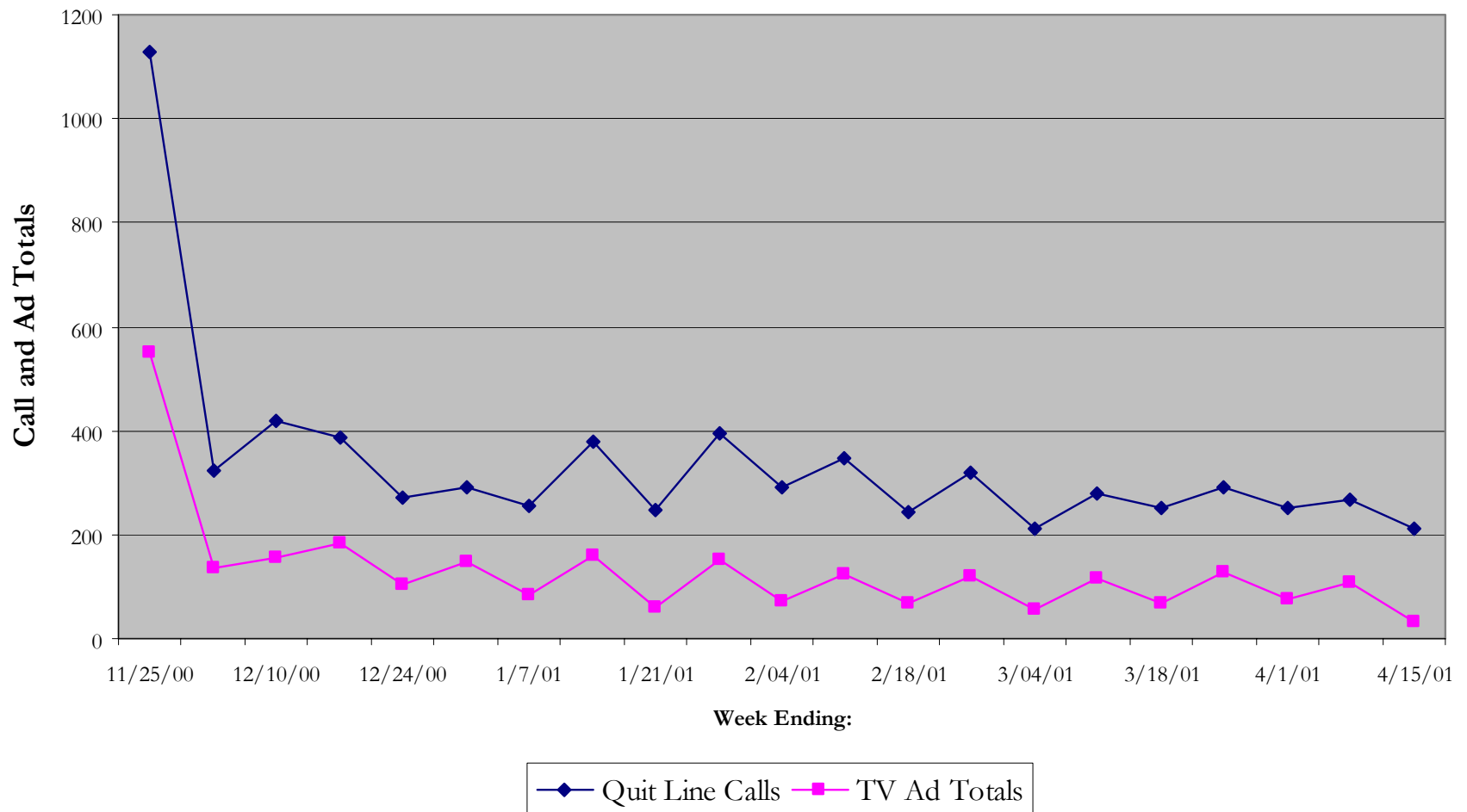
- Does “everyone” know about the Quit Line?
- Does “everyone” call the Quit Line?
- Does “everyone” who calls feel satisfied with service?
- Does “everyone” who calls improve quitting skills?
- Is the Quit Line an efficient use of resources?

Telling people about the service

Marketing the Quit Line

- Target Audience: Tobacco Users who want to quit
- Marketing strategy:
 - TV ads statewide [initially used existing ads]
 - Bus ads
 - Billboards
 - Posters, coasters, postcards
 - Website: www.quitline.com

Marketing Through TV



How callers hear about the QL

- About one in four tobacco users statewide know about the Quit Line
- “How did you hear about the Quit Line?”
 - TV – 36.9%
 - Family or Friend – 15.9%
 - Health Care Provider – 15.0%
 - Past Caller – 12.0%
 - Newspaper/Magazine – 5.5%

Source: Adult Tobacco Telephone Survey 2001-02; Quit Line caller database 7/01-6/02

Focus Group Feedback

- “Helping Hand” approach works best
- Potential callers wanted to know the service was free, friendly, effective
- Wanted counselors to be ex-smokers or to have had personal experience with quitting (sympathetic)
- Wanted to know: *what am I going to get when I call?*
- Campaign ‘freshened’ in July 2002

Improved Marketing

Washington's Tobacco Quit Line - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://www.quitline.com/> Go Links

Washington State
Department of Health's
Tobacco Quit Line
877-270-STOP
toll-free 7 8 6 7
QUITLINE.COM

Hear a Sample Call

Success Stories

Tobacco Facts

Our Specialists

When You Quit

"I love talking to so many different people everyday. Most everyone that calls is trying to improve their life in some way. They seem thrilled to know that the Quit Line is here to help them." — Holly Ashinurst

**Washington's Tobacco Quit Line:
Free Help for Tobacco Users**

The newest research shows that calling the Washington Tobacco Quit Line improves the success of quitters by almost 20 percent.

More People Are Quitting for Good

If you smoke or chew tobacco, chances are you'd like to quit.

You may have tried to quit and failed before.

Well, that's okay, because quitting takes practice.

Today, more and more people are kicking the habit and quitting for good.

You can be on your way to freedom by calling Washington's Tobacco Quit Line.

Done Internet

Start

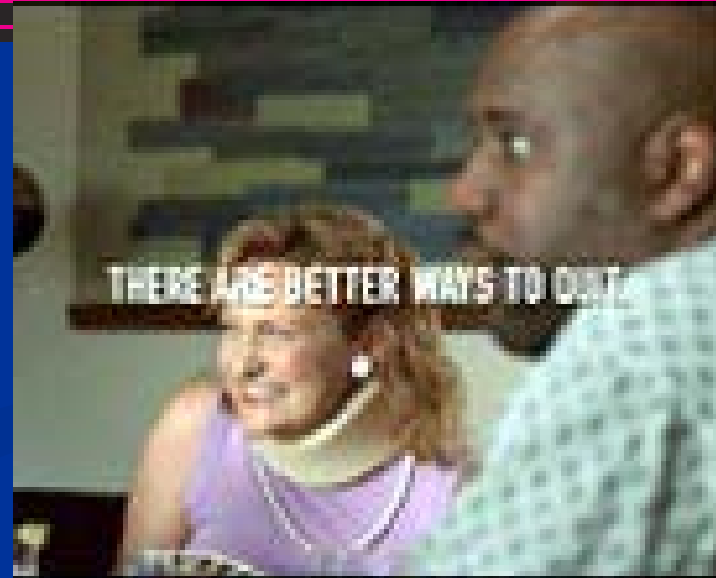
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Improved Marketing

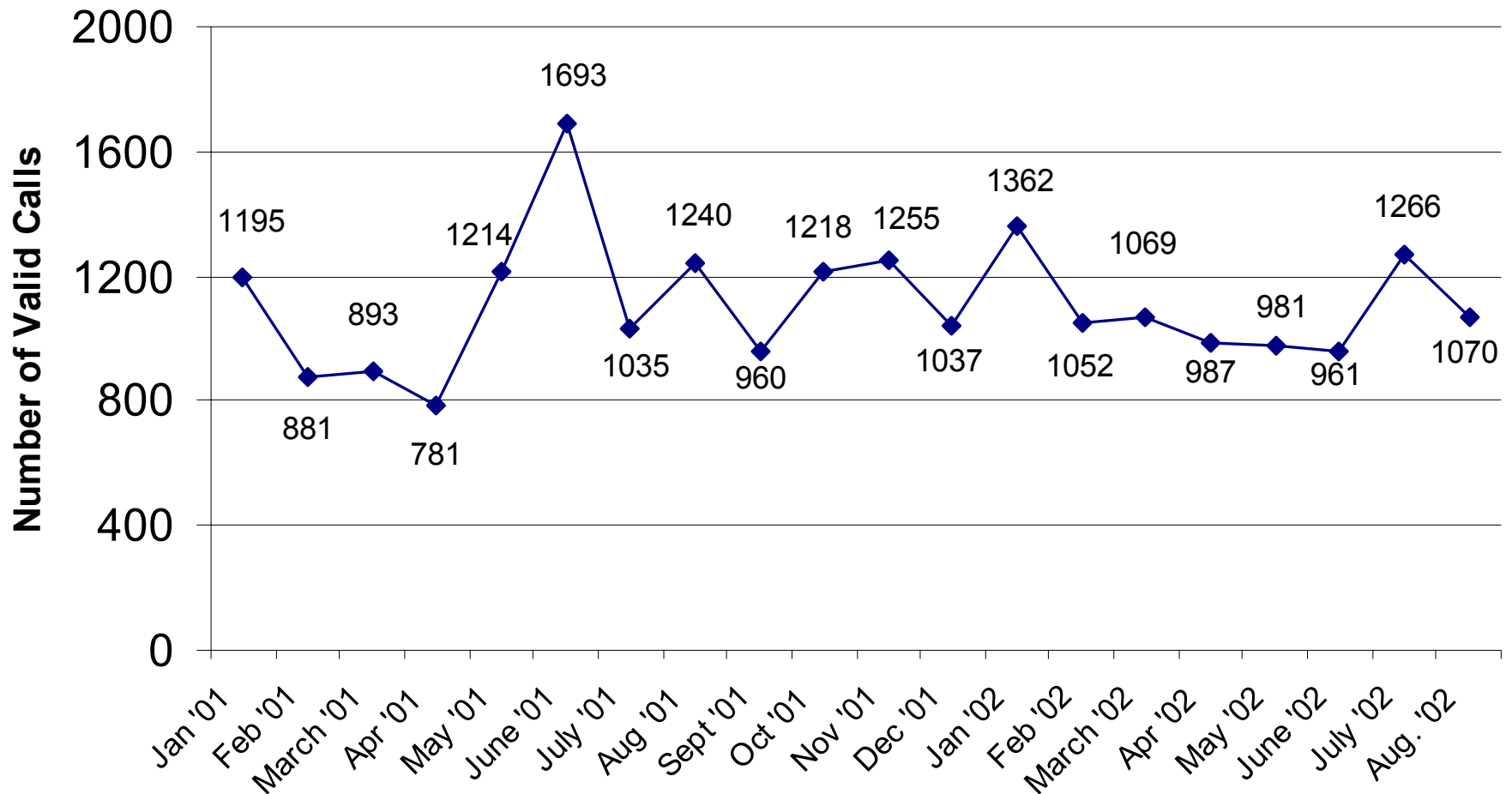
- New Quit Line ads
- Promote website to learn about the service



THERE ARE EASIER WAYS TO QUIT.
TOBACCO QUIT LINE 1-877-270-STOP. QUITLINE.COM



Call Frequencies



Source: Quit Line caller database

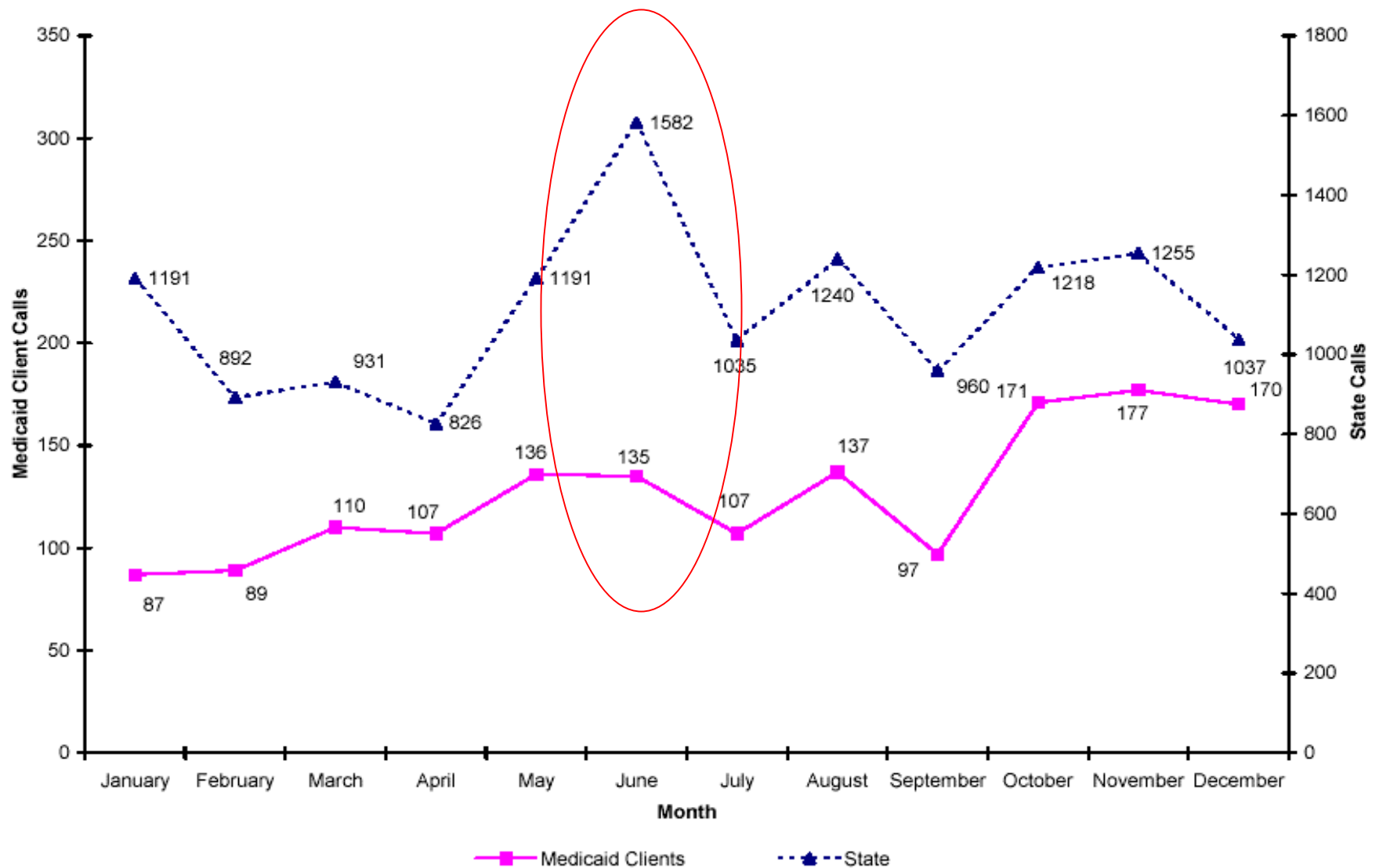
Special Population Frequencies

- A TV media blitz for Quit Line promotion in June 2001 had a significant impact among the general population, but less of an impact among some key population groups
- Hispanics are more likely to say they heard about the Quit Line from friends/family
- Medicaid clients are more likely than average to have heard about the Quit Line from a healthcare provider

Quit Line Calls

Medicaid Clients and Washington State

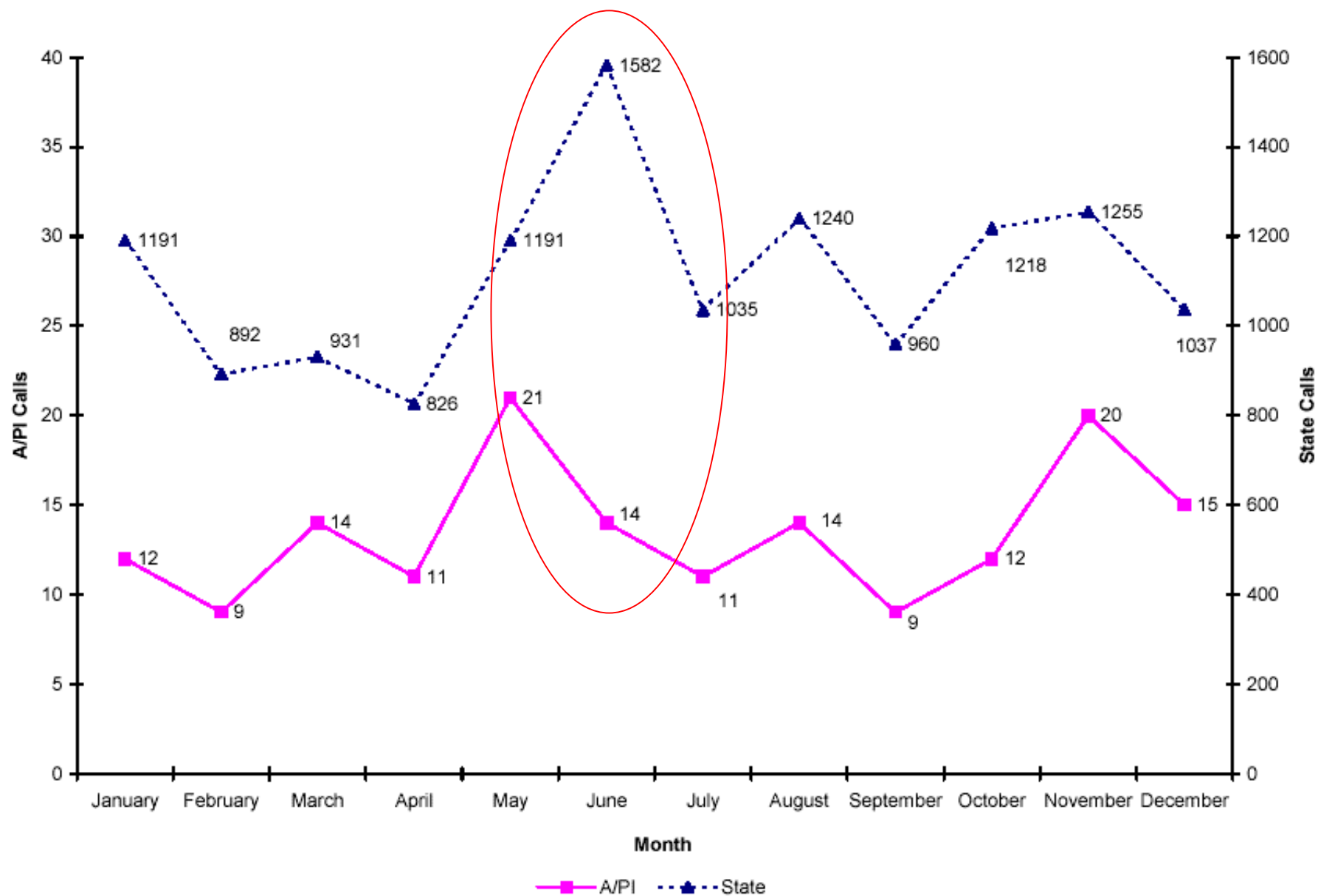
January 2001-December 2001



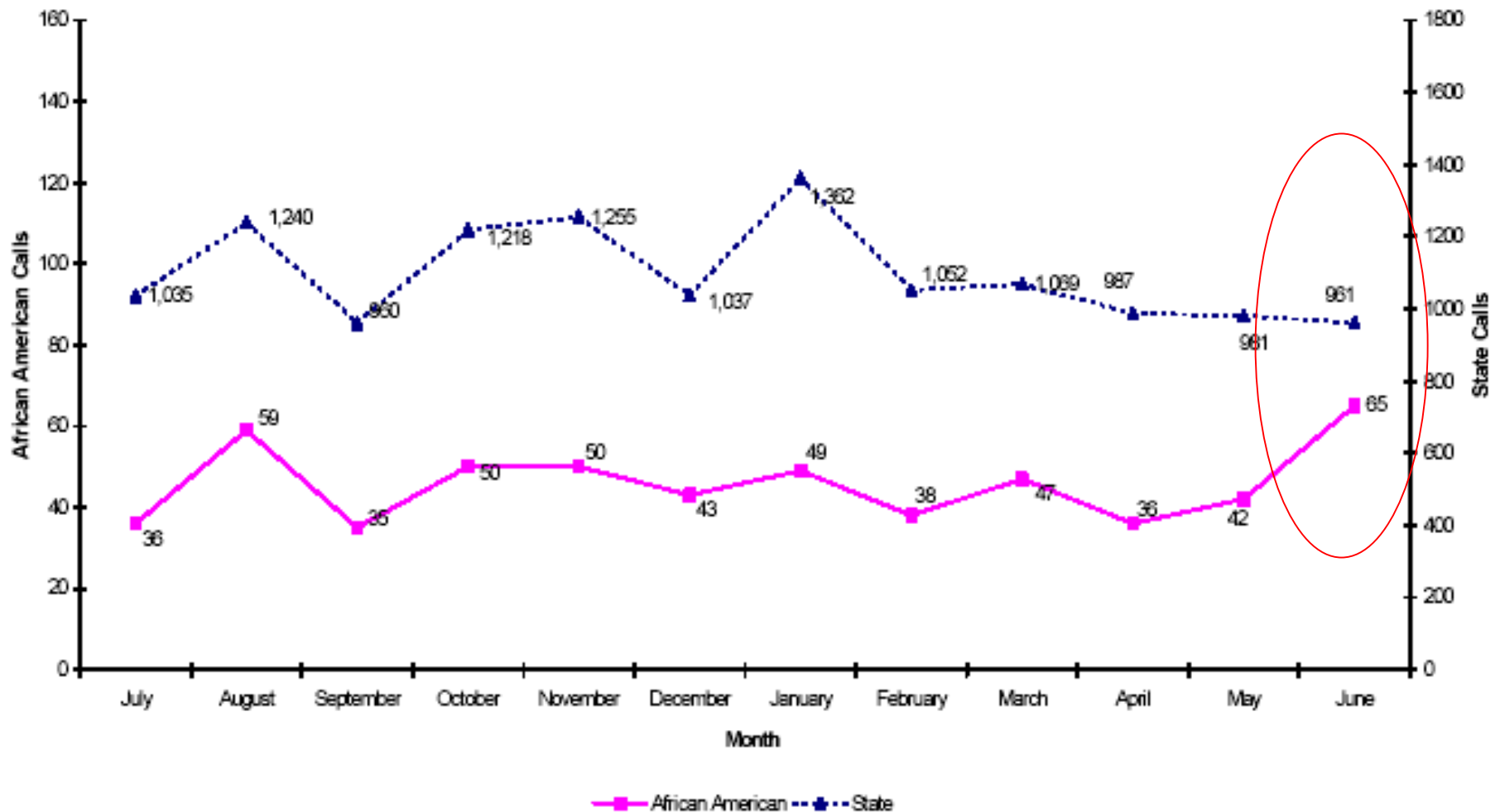
Quit Line Calls

Asian/Pacific Islander and Washington State

January 2001-December 2001



Targeted Promotion for African Americans



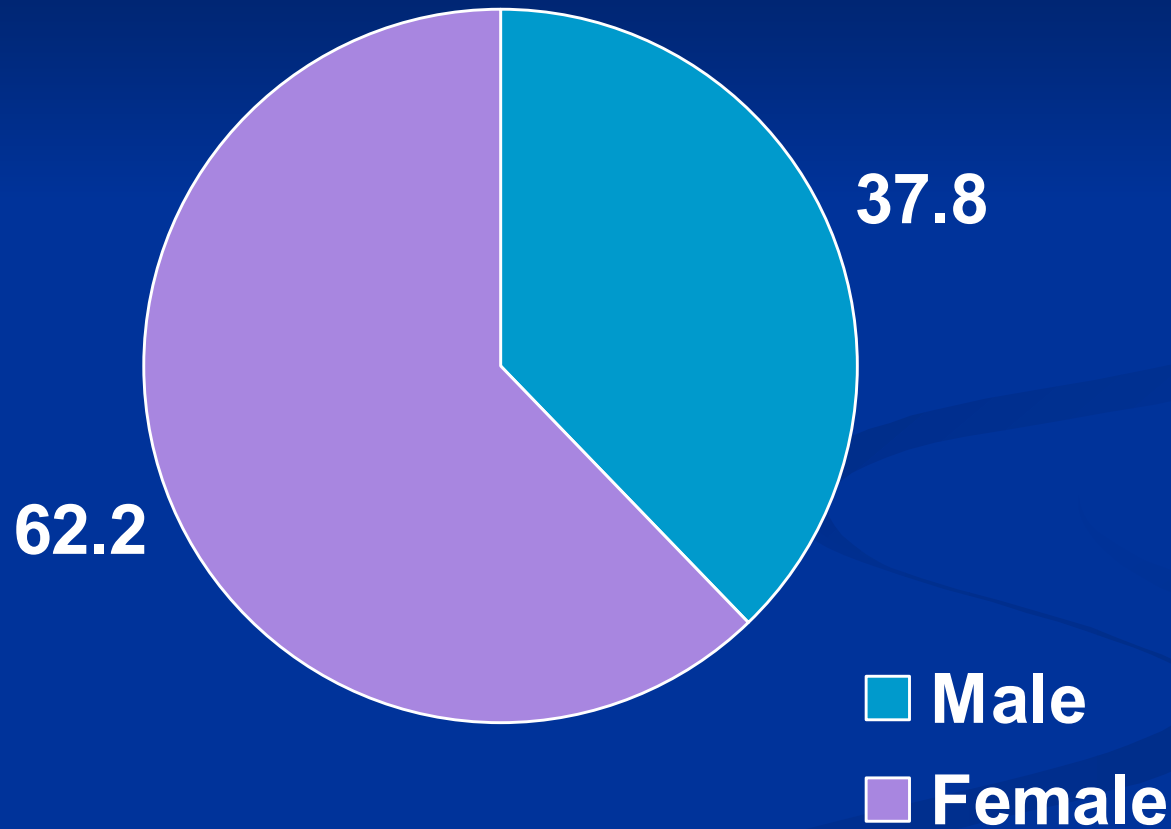
Caller Demographics

Caller Demographics

- Total callers
 - 11/00-6/01: 8,971
 - 7/01-6/02: 13,157
- An estimated 1.3% of Washington's tobacco users have called the Quit Line
- Caller types
 - Tobacco users – 86.2%
 - Healthcare providers – 3.0%
 - Seeking information – 10.8%

Source: Quit Line caller database, call types from 7/01-6/02

Caller Demographics (cont.)



Source: Quit Line caller database, 7/01-6/02

Caller Demographics (cont.)

■ Insurance Status

- Private insurance or HMO – 43.9%
- Medicaid – 31.5%
- Uninsured – 24.6%

Demographics Among Subgroups

- DOH provides quarterly caller summaries by county & target population groups

Chelan County Quit Line Data Summary April 1 - June 30, 2002		
	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 29	N = 3,421
Percent of Statewide Calls	1.0%	100.0%
Percent of State Population in County¹	1.1%	100.0%
	<u>County %</u>	<u>State %</u>
Gender	N = 29	N = 3,099
Female	62.1%	62.9%
Male	37.9%	37.1%
Race/Ethnicity	N = 25	N = 2,578
People of Color	16.0%	13.7%
White	84.0%	86.3%
Age	N = 23	N = 2,323
Less than 18 years old	0.0%	2.1%
18 - 24 years old	26.1%	16.3%
25 - 34 years old	13.0%	22.2%
35 - 44 years old	34.8%	27.3%
45 years and older	26.1%	32.0%
Education	N = 29	N = 2,679
Did not graduate high school	17.2%	17.8%
High school graduate	31.0%	33.7%
Some college/vocational school	44.8%	37.4%

Interesting Demographic Trends

- Native American callers tend to be older, less well educated, and more likely to have heard about the QL from a health care provider
- Although Spanish-speaking counselors are available, very few clients are counseled in Spanish (about 2 per month)
- About 20 or so people under 18 call each month, and about 10% of them have heard about the Quit Line in school

Caller Satisfaction

Satisfaction Surveys

- A random sample of Quit Line callers were called back at 2 months after their initial contact
- A variety of satisfaction measures were assessed
- N=356

Satisfaction Results

- Clients who reported being “very satisfied” or “somewhat satisfied”
 - Counselor – 87.1%
 - Materials – 89.2%
 - Overall experience – 86.0%
- Would recommend the Quit Line to a friend – 88.2%

Quitting Effectiveness

Quit Status Surveys

- A sample of tobacco users were called back at 6 months to assess their quit status
- 50% of clients who were sampled were reached for call-back, therefore final quit status assumes that everyone not reached had relapsed
- Final N=295

Success in Quitting

- Caller quit for at least 24 hours following their call to the Quit Line: 82.0%
- Caller had been tobacco-free for at least 7 days 6 months after calling the Quit Line: 13.5%

Cost-effectiveness

Cost-Effectiveness

- Estimated cost of the Quit Line service per Washington State smoker: \$1.40
- Estimated cost of the Quit Line per caller who made a serious attempt to quit: \$140
- Estimated cost of the Quit Line per caller who was tobacco free at 6 months: \$830

Unmeasured Effects

- A Quit Line is most effective as one part of a comprehensive program approach - for example, in combination with community-based activities and a tax increase
- Having a promotional campaign for a Quit Line, and availability of a Quit Line, may “normalize” and increase quitting even among people who never call the Line

Conclusions

- The Washington Tobacco Quit Line has been successful within the general population:
 - People know about the Quit Line
 - People call the Quit Line
 - Callers are satisfied, overall
 - Quit rates are comparable to research
 - Service is cost-effective

Future Directions

- Ongoing monitoring of marketing strategy effectiveness
- Specific analysis of what community-based QL promotional strategies are most effective (with Oregon partners)
- More extensive follow-up to assess satisfaction and effectiveness among populations of interest:
 - Uninsured/Medicaid vs. insured
 - Youth and young adult callers
 - Race/ethnic minority callers

Thank you!

For more information:

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